



FOR IMMEDIATE RELEASE:

Art Newport to Debut June 30 with Gala Preview

Seafair generates cultural tourism and will have a positive economic impact on the local community

Newport, RI- June 10, 2011 - Seafair announced today that it will commence summer operations in Newport beginning June 30th.

"We are very pleased to have been graciously welcomed to Newport by a broad segment of the community," said David Lester, Managing Partner of Expoships and IFAE. "Our unique \$40M vessel will become a unique regional cultural entertainment attraction as well as provide positive economic contributions to the local community."

The food and beverages aboard Seafair will be supplied by Blue Rocks Catering, a local business headed by longtime Newport resident Ingrid Martins along with Roxanne Callahan of Café Zelda. "We are excited to be part of this wonderful new summer experience in Newport. Our Seafair services will provide 30 new jobs and additional business for my local suppliers in a challenging economic time."

In addition to its small permanent marine crew, Art Newport will also employ full-time residents for positions as fair facilitators, greeters, security personnel, janitorial personnel, and local management. Onboard exhibitors and invited out-of-town visitors will reside in local hotels and inns, patronize local restaurants on a daily basis, and overall will generate several million dollars in local revenues, increased by a recognized multiplier effect. Seafair pays daily event license fees, while exhibitors and the caterer pay the same state sales taxes as all local Newport businesses.

"We will make every possible effort to be a positive member of the local business community," said Lee Ann Lester of Expoships and IFAE. "We are actively working with the Convention and Visitors Bureau, the Arts & Cultural Alliance, Bridgefest and many other local organizations who have indicated they wish to have activities aboard Seafair. Additionally, we are now providing web links to local hotels, restaurants, shops and cultural attractions as well as the Newport Gallery Walk. We will encourage all visitors that Seafair brings to Newport to visit local galleries, restaurants, and other local businesses. We expect that many of our visitors will stay for several days in local hotels and enjoy the full range of activities and festivals that Newport has to offer each summer."

The Arts & Cultural Alliance is planning a number of activities aboard the vessel during the summer subject to Seafair's continuing City of Newport approval. "On behalf of the Arts & Cultural Alliance of Newport County, we're delighted to be part of the SeaFair's event programming in July and August," said John Hirschboeck, Executive Secretary.

"In addition to making available gallery space for our members at no cost," continued Hirschboeck, "SeaFair will be hosting Arts Alliance events, including a lecture by impresario George Wein and a special jazz performance during our 3rd Annual BridaeFest celebration of music. August 1-4th. This lecture and

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performance will be free and open to the public subject to capacity limitations."

The Seafair gallery provided to the Arts Alliance will showcase Rhode Island artists promotionally and economically and will revolve on a weekly basis. "Seafair wants to assist local artists and the local art community in every possible manner," said Ashlea Heck, Press Coordinator of Seafair.

International Fine Arts Expositions (IFAE), affiliate of Seafair, operates six large international art fairs held in convention centers in Miami Beach, Palm Beach, Naples, and London. As a result of organizing more than 70 international fairs since 1991, IFAE – and now Seafair – has accumulated and maintained a current collector database of over 300,000. IFAE and Seafair have attracted more than 160,000 attendees to its fairs in the last 12 months alone. All these previous art fair attendees will be encouraged to visit Seafair in Newport this summer.

"Our advertising and promotion will be extensive," said Tina Margherio, Creative Director of Seafair and IFAE. "We will be advertising in local media, the New York Times and Wall Street Journal with more than 200,000 inserts. Our attendee e-mail database has a regular subscriber base over 100,000 as well as another 30,000 galleries and press globally. SeaFair will send a positive message throughout the world about Seafair and all activities in Newport this summer."

Galleries from countries across the globe including North America, Europe, The Bahamas and Israel will gather to exhibit aboard the 228-foot floating exhibition venue, SeaFair- the Fine Art Megayacht. This visionary vessel - which remains dockside during the event – will exhibit international fine art, contemporary art, and jewelry and host special events. Major companies from as far as New York and Boston have indicated an interest in hosting activities for their clients aboard the vessel this summer.

On June 30th, The Preview evening will commence with the Invitational First View from 6:00-7:30pm. This is a private cocktail hour for collectors and VIPs, hosted by the organizers. From 7:30pm – 10:00pm, the Collectors Invitational will welcome the public, more collectors, and art enthusiasts to catch their first glimpse of the outstanding artworks onboard. Tickets for the Collectors Invitational can be purchased on the Expoships website for \$30.

SeaFair will be open to the public daily from 11am to 7pm beginning July 1st. Tickets will include three levels of admission, one-day for \$20, three-day for \$25 and Preferred Boarding for \$50. One-day and three-day tickets can be purchased for a discounted pre-sale price on the website and at the Newport Visitor Center. Hours will be extended until 10pm on July 4th, allowing attendees to enjoy the firework show from the Sky Deck.

In addition to other special events, exhibiting artists will make special appearances as honored guests throughout the duration of the fair. In July, subject to continuing City of Newport approval, master screen printer, Walter Knabe and American figurative painter, Constance Edwards Scopelitis, both represented by Modern Masters, will make special guest appearances aboard the ship.

Highlights include works by 19th and 20th century masters, Andy Warhol, Keith Haring, Jean-Michel Basquiat, Robert Motherwell, Robert Indiana, Helen Frankenthaler, Russell Young, Pablo Picasso, Joan Miro, Salvador Dali, Victor Vasarely, Lois Main Templeton, Alexander Calder, John Menzies, David Dalby and John Frederick Herring Jr. Fine art glass artists Barovier & Toso, Licio Zanetti and Alfredo Barbini will also be among the highlighted artists.

For more information on Art Newport programming and exhibitors please visit www.expoships.com

